

INTERVIEW DEBRIEF

How did it go?

TOMORROW

Feedback Sessions

Be ready to share:

- (1) Simple, one-line project description
(no jargon + easily repeatable)
- (2) Persona description & specific story that
illustrates the problem
- (3) Updates to CS & VP based on interviews &
synthesis

The Frosted Flakes testimonial...





...what do people say, and what do people do?

(it's usually different.)

As an innovator, it is YOUR job to sort through the raw data and sift for **patterns, inconsistencies and deeper meaning.**

This will help you identify problems & needs. (your VP!)

Be open to pivoting...

GETTING TO INSIGHTS

Using synthesis tools to mine the data

Goal:

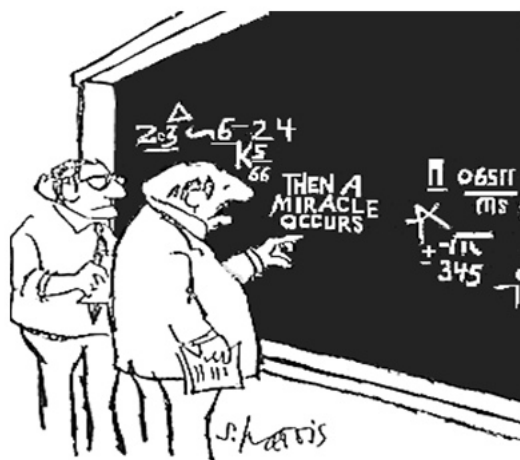
Identify problems
& needs!



Photo credit: <http://antlersandanchors.ca/hospital-intranet-redevelopment/>

4 synthesis tools

- Story share & capture
- Persona
- Empathy Map
- Journey Map



"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

// STORY SHARE & CAPTURE //

GOAL: This is a tool that will walk you through each of the interviews that you completed and help you to uncover the golden nuggets or insights buried within each one.



Story Share & Capture

(For each interview...)

1. Have each person on your team answer the following on a post-it:
 - What were some of the most striking quotes or moments during the interview?
 - What was the thing that surprised you most?
 - What was your big takeaway from the interview? What stuck in your mind?
2. Go through each question, and share your responses for each.



Story Share & Capture

(For each interview...)

3. Group similar post-its together.
4. Discuss post-its that are "at odds."
5. Start to make a running list of "needs" or "insights" that arise.



Goal: Make data visible!


Inspire conversation & discussion.

// PERSONA //

GOAL: Create a persona or profile for the user that you & your team would like to target. It will be useful to refer back to this character when brainstorming & prototyping. This persona will also help people to understand and relate to the problem you are setting out to

JOAN

- 32 years old
- PhD in biochemistry from UMD
- Feels most at home in the Cancer Research Lab
- Keeps lab notes in a black VELA notebook
- Collaboration is important to her!
- Wishes there was an easy way to share lab data with colleagues -- current data sharing involves emailing Excel files back and forth
- What being at NIH means to her: doesn't like being in the spotlight, but enjoys 'saving lives' behind the scene; dream job -- working with smart people on tough problems



Persona

1. Choose one customer (end user, if possible) that you interviewed.
2. Determine their customer type – End user? Decision-maker? Economic buyer? Skeptic?

Newspaper Reader, Nathan

Persona

3. Create a rough sketch (yes, draw!) of your persona
4. Write a **profile** for the composite character (series of bullet points that describe the person)
5. Make sure to include a specific example of how the problem you're solving has manifested itself in their life

Newspaper Reader, Nathan



- o 35 years old
- o Tech enthusiast, always has the latest & greatest
- o Likes to read the news everyday
- o Often uses coffee shops as his office space
- o Not a lot of space in coffee shops to spread out....
- o Last week, spilled his coffee on someone because he opened his newspaper a little too wide

Goal: The specific story of your customer. Will help your audience (and your team!) relate to the problem & guide decision-making.

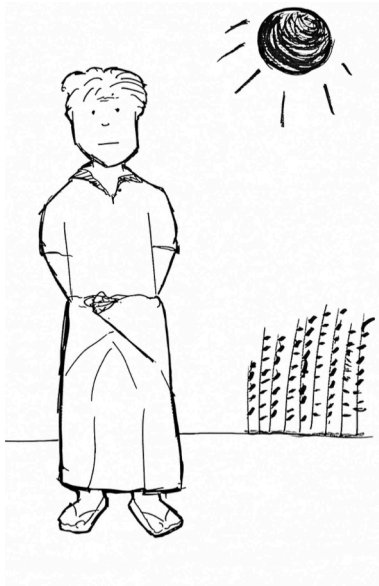
Ram Kali

d.light design



- 18 years old, in the 10th grade, dreams to be a doctor in her village
- 11 people in the household, Schedule Tribe
- Family comes from another village called Imli Paani, from which they were forced to flee during dam construction
- Father is a manual laborer; his average pay is Rs. 40-50/day; some days can't find work
- Family does 'own' a small piece of land which is usually submerged under water
- Father does go to town weekly to buy provisions: dal, flour, tomatoes, vegetables, soy bean oil
- Scholarship to go to school, usually boards there; this year is sick and studies from home...
- Light: 2 homemade kerosene lanterns, get 3 liters/month at Rs 10/liter; will buy soy bean oil at Rs 70/liter when out
- Govt Electricity Scheme: free for 1-2 months; powered 1 compact florescent, transistor
- Have applied for electrical connection, expecting to pay Rs. 100/month

U Myint Lwin



- 45 year old male in a family of four.
- Grows mostly betel leaves and flowers in a 1.5 acre plot.
- Does not live near a surface water source.
- Borrows water from neighbors.
- Desires a steady source of water for farm and household use.
- Has necessary skills to modify equipment.
- Desires two crops a year.

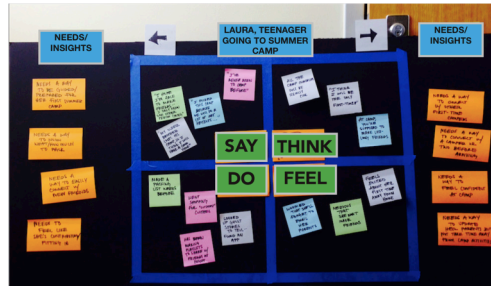
// EMPATHY MAP //

Goal: This is a tool that will help you to map out what your user said, and then start to pick out the underlying needs that they have.



User Empathy Map

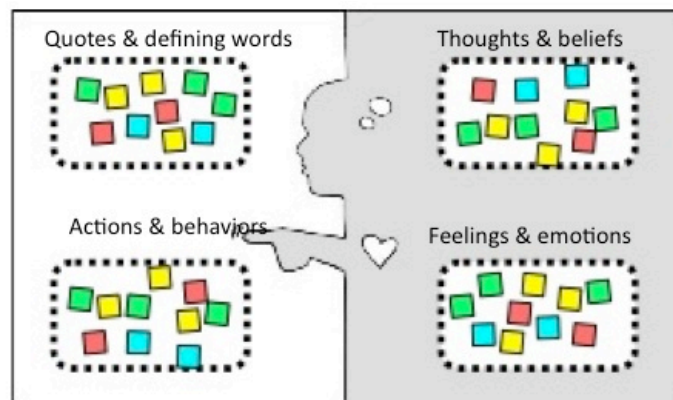
1. Pick one of your customers & create an Empathy Map for them
2. Capture on post-its things they say, do, feel & think
3. Reflect on these post-its, and start to draw out or deduce possible needs that might be hidden

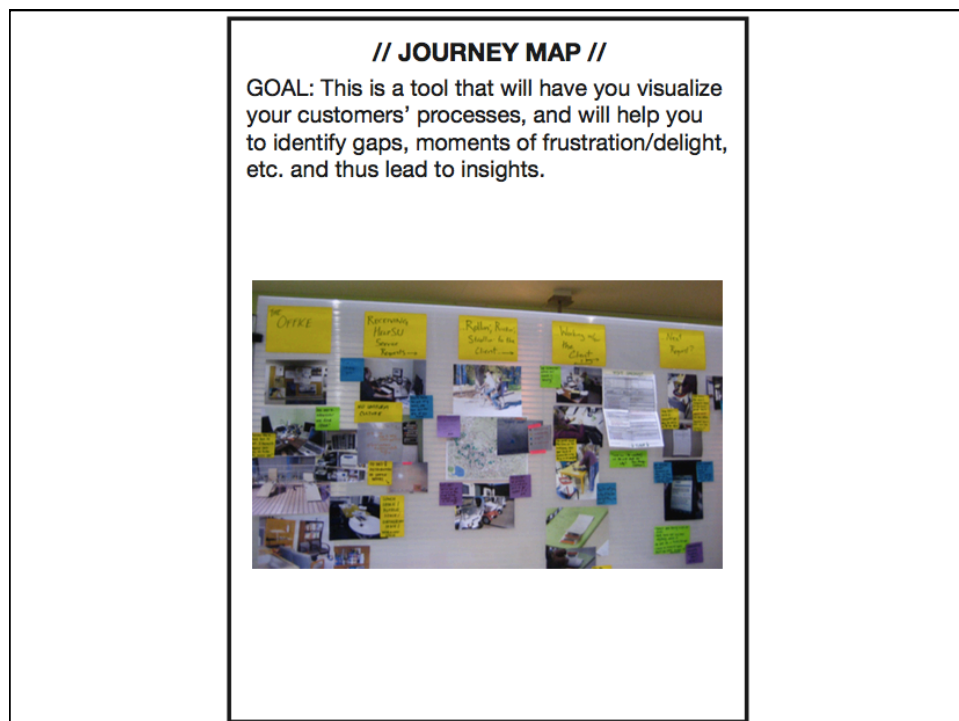
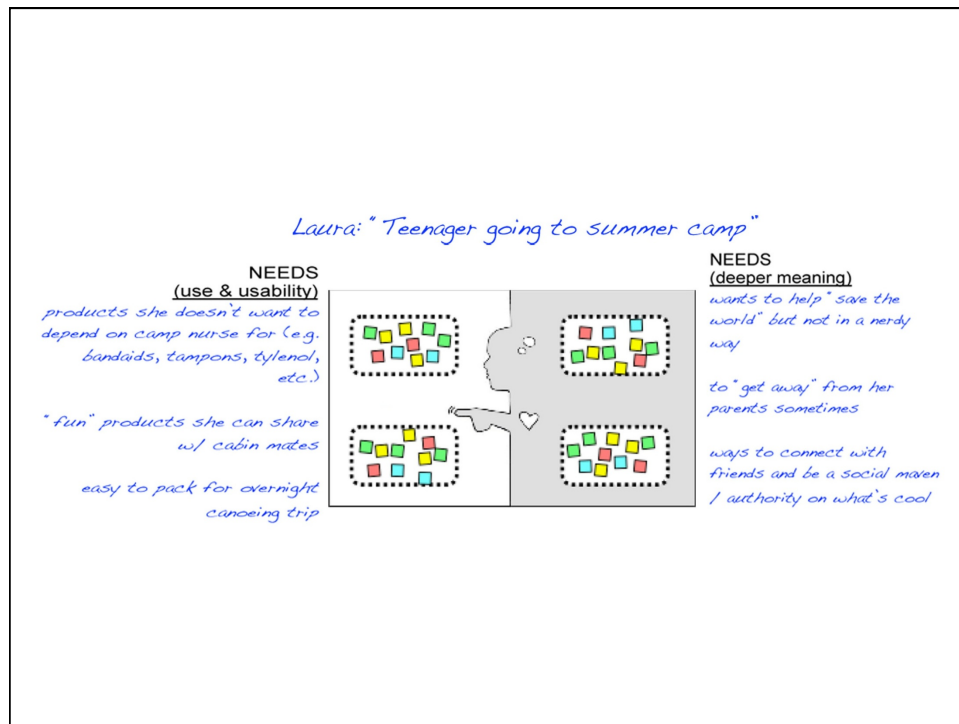


Goal: *A list of possible problems or needs that your customer might have*

User Empathy Map

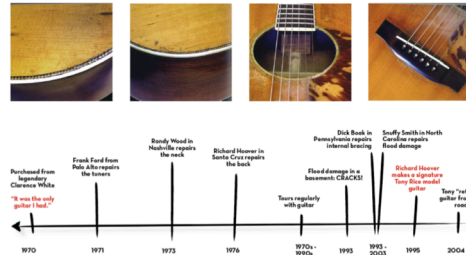
Customer's Name





Journey Map

1. Identify a "process" that affects your end user.
2. Create a visual timeline of the steps in the process or journey.
3. Reflect back, and highlight the following on the timeline:
 - Gaps
 - Surprises
 - Moments of high/low
 - Opportunities
4. Add key insights to your inventory.




Goal: Inventory of needs, problems, insights and opportunities.





A reminder: Point of View

| | |
|---|---------------------|
|  | _____ |
| | description of user |
| needs a way to | _____ |
| | user's need |
| because (or "but..." or "Surprisingly...") | |
| <small>[circle one]</small> | |
| | _____ |
| | _____ |
| | _____ |
| | insight |

the IHS point of view

~~user~~ CUSTOMER

Elderly patients in the WMAT
emergency department waiting room

the IHS point of view

~~user~~ CUSTOMER

Elderly patients in the WMAT
emergency department waiting room

~~need~~ NEED OR PROBLEM

access to appropriate care in a timely
fashion when visiting the Emergency
Department

To get to
the insight,
ask WHY.

WHY is this
a need or
problem?

the IHS point of view

~~user~~ CUSTOMER

Elderly patients in the WMAT
emergency department waiting room

~~need~~ NEED OR PROBLEM

access to appropriate care in a timely
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Department

insight

if care is not timely, they will leave and
their acuity level has a high chance of
increasing, thus yielding more pain (and
also more money & time wasted)

To get to
the insight,
ask WHY.

*WHY is this
a need or
problem?*

What does this mean for the value proposition?

insight

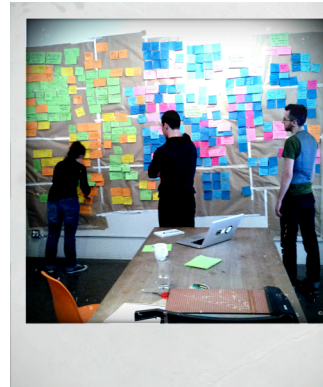
if care is not timely, they will leave
and their acuity level has a high
chance of increasing, thus yielding
more pain (and also more money &
time wasted)

VP

- Lower chance of increased acuity
- Decrease time spent in hospital
- Decrease money spent
- Increase quality of life (less pain)

If we solve
this problem,
how will their
life tangibly
improve?

Gather your team,
get some post-its,
and start looking for
patterns!



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